

# ASTRO-E2 PRESS PLAN

## **ARTICLE 12 OF THE MOU BETWEEN ISAS AND NASA:**

"Release of public information regarding this project may be made by the appropriate agency for its own portion of the program as desired and, insofar as participation of the other involved, after suitable consultation."

**WE ARE WORKING ON A PLAN AGREED UPON BY  
EVERYBODY.**

# ASTRO-E2 PRESS PLAN

- 1) **SET OF PROCEDURES TO BE IMPLEMENTED BEFORE LAUNCH.**

**REVIEWED AND AGREED BETWEEN ALL PARTIES (NASA/ISAS/JAXA) AND IDENTIFICATION OF KEY PERSONAL AND PARTIES INVOLVED IN THE US AND IN JAPAN. CLEAR IMPORTANCE OF FLUID COMMUNICATION BETWEEN US AND JAPAN.**

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## **2) TIMELY INITIATING, PREPARATION, WRITING AND APPROVAL OF PRESS RELEASES.**

**PROCEDURES FOR OFFICIAL RELEASE SHOULD EXIST FOR ALL CASES, (ISSUED IN JAPAN, EUROPE AND IN-HOUSE) AND RELEASED JOINTLY BY NASA AND THE INSTITUTION OF THE SCIENTIST(S) RESPONSIBLE FOR THE PR.**

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- 3) WORK ON AN OFFICIAL PROJECT STATEMENT (LONG AND SHORT VERSIONS) TO BE INCLUDED IN ASTRO-E2 PUBLICATIONS.**

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- 4) COMMUNICATIONS BETWEEN THE COLLABORATION AND THE MEDIA, EFFICIENTLY AND ON A SCHEDULE ACCEPTABLE BOTH TO THE PRESS AND THE SCIENTISTS** *(These cover press conferences, media appearances, and dissemination of results interesting for the specialized but not the general press.)*